

elements of corporate strategy (working out of price and industrial strategy, distribution strategy).

The external information gets into the organization through various functional divisions and at different levels of management. Thus, once having got to the internal environment of firm, the information can or free in it circulates, or have the limited circulation, or in general to become confidential. At last, it can remain without attention as "irrelevant".

For successful achievement of strategic targets and tactical problems the firm should trace all possible sources of hit of the information in the internal environment and provide its maximum use. It can occur only in the event that all interested parties in the organization will get timely access to relevant information sources. In an opportunity the analysis and information use become interactive process in which participate both representatives of a management, and employees of all levels of management. information organization target market

The information, concerning a demographic situation, is used for definition of world and regional tendencies in population change, it structure, and also laws, characteristic for the concrete state or region. This information is the critical factor by working out of marketing strategy.

One more significant aspect in the analysis of environment of the organization - the technological environment. First, technology development can be an incitement for merge of various branches. Secondly, technology development leads to that information technology occupies now one of leading places in formation of competitive advantages of the organization. Especially this role is important in branches (in bank and insurance spheres). Thirdly, technological growth can have essential influence on a market position of competitors. Technological advantages usually are rather strong competitive bonus.

The analysis of the information, concerning technological changes in organization environment, is relevant up to a point provides with additional new competitive advantages and allows to improve the available. Thereupon (know-how) in concrete firm actually information is considered possibility of practical application of the received information much more significant factor, than.

**Asianova A.**

**Yevseitseva O., research supervisor**

**Kyiv National University of Technology and Design**

## **SOCIAL NETWORKS AND THEIR IMPORTANCE IN MARKETING**

*Key words: social network, social media marketing (SMM), social media optimization (SMO)*

Social Network – an online service, site or platform, are designed for social relationships. On this website everyone has the opportunity create the account with any information about itself, which will be showed the other participants. Social networks can be opened to access any Internet user, and can be a closed structure, for

limited number of users. Despite this difference, a common feature for all social networks is the presence of "groups" and "friends". According to various analytical sites in different social networks is registered every second Internet user.

Internet is steadily ranks of the main media channel among all age groups. However, marketers and advertisers who want to use social media, should not forget that the use of the World network may be different.

For now, is the established trend of brand promotion, product via social networks. Companies of different levels and different sectors of the economy began to work with customers through social networks by organizing communities and create corporate pages, which have content almost the same as in the corporate site. Social networks allow companies connect with interested users to build long-term relationships with their customers, manage reputation, stimulate increase sales and be able to solved many other problems of business development.

Using social media compared to traditional advertising, different by the following advantages: relatively low cost of advertising campaigns; significant and quite accurate coverage of the target audience; possibility of establishing a dialogue with customers; increasing adherence customers from the use of "humanized" advertising what is perceived more as a recommendation of friends, interesting people or community leaders.

Modern support of social networks allows receive detailed reports on the ranking links, articles, and on web content distribution company resources, etc. The organization is able to independently monitor the popularity of established communities or groups of users, of the actions of its platform is seen that attracts the target audience.

Speaking about business development in social networks, is two basic models of brand promotion - SMM and SMO. Social Media Marketing (SMM) - a complex of measures on the use of social media as a channel to promote companies and solve other business problems. Promotion of social networks allows a targeted impact doing on the target audience, looking for a platform where the audience is represented more widely, and to identify the most appropriate methods of communication with her. Social Media Optimization (SMO) - is conducting internal technical works directed at improving the efficiency of interaction site with social systems. Basic optimization action concerning the content of the resource, as well as some interface elements that usually allow you to customize the site interact with one or more social sites.

One of the main advantages over traditional marketing SMM tools to promote social media is its longevity: this method works for the future, creating the desired image or positive perception of the brand in the target audience. As a tool for optimizing the SMM appeared when the popularity of large social networks increased in Europe. The emergence, development and popularization of social networks completely changed not only the communication process with consumers, but also the process of developing advertising campaigns. Working with social networks become an integral part and an important tool for marketing communication. SMM - the process is very dynamic, so need to constantly monitor the interests of the audience and track new trends.